

Your Weekly Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

4th September 2009

1. King Ethelbert Takes A Bow

Many congratulations to new Chamber member King Ethelbert School in Birchington for record-breaking GCSE results this summer. A total of 62% of students gained 5 or more 5 A*-C passes representing a rise of 12% over the previous year. As every salesman knows, if you exceed your target by a large margin, you create a hard act to beat in the following round of sales figures. Nonetheless, Executive Head Teacher, Paul Luxmore, is resolute that the school can maintain the trend. Proud of the achievements to date, he is keen to secure even better grades next time. As he put it, "Our real challenge now is to improve still further on these results in future years." A few more students like Nicola Baldwin and Alison Hutchinson would be welcome. Each of these students received 8 GCSE passes at A* grade.

2. Networking Breakfast

Thanet & East Kent Chamber will be hosting a networking breakfast on Tuesday 22nd September 2009 at Salmestone Grange. Of interest to any company wishing to market their products and services to other businesses, Chamber breakfasts generally attract a full house. For details or to book your place, email admin@tekc.co.uk with the subject line "Chamber Breakfast 22 Sep 2009".

3. Palau and Guam

Anyone seeking to establish business relations with the Micronesian islands of Palau and Guam is advised to contact new Chamber member, Paul Buckingham of ICPR 1200 Ltd. Keen film buffs will know that Palau was the setting for Hell in the Pacific starring Lee Marvin and Toshihiro Mifune. The lush vegetation and idyllic beaches have made tourism the dominant industry of the islands, although the economy of Guam also benefits from a sustained US military presence. Interested parties can contact Paul by email to director@icpr1200.com.

4. Facing the Facts

The only problems you can never solve are those you don't know about, or so our business gurus tell us. The data for Thanet makes for sober reading, but potential inward investors can take some encouragement for knowing that the average median wage for a full-time worker in a Thanet workplace is just £384.40 whereas for a Thanet resident it is £426.80 [Nomis 2008]. From the perspective of an employer, there is an average saving of £42.40 per week per employee for locating your office or factory within the boundaries of the Isle of Thanet. Here is a selection of core data on Thanet taken from the latest published figures.

Population	129,900		ONS, June 2008
Area	10,329	Hectares	KCC, Dec 2008
Median Gross Weekly Pay	£384.40		ONS 2008
Public administration workers	35.2%		NOMIS 2007
Hotel, restaurant, distribution workers	28.7%		NOMIS 2007
Banking, finance, insurance workers	10.8%		ONS 2007
Manufacturing workers	9.9%		NOMIS 2007
Total companies	3,850		TEKC Estimate, June 2009
VAT registered businesses	2,835		NOMIS 2008
Companies fewer than 25 workers	92.5%		ONS 2007
Adults of working age no qualifications	15.4%		NOMIS Dec 2008
Households with no working parent	23.4%		Thanet Works March 2009
Indices of deprivation	1 st	in Kent	Out of 12: KCC, Jan 2008
Indices of highest level of deprivation	65th	in England	Out of 354: KCC, Jan 2008

5. More About Meercats

Our friends at Chamber member HSBC tell us that Marketing Week's recent online poll has found that 59% of respondents have used a price comparison website to help them switch financial products or energy suppliers in 2009. The British interest in Meercats has reached astronomic proportions following the success of the television advertising campaign. Comparethemarket.com reports a 200% year-on-year increase in traffic in the second quarter of 2009. Anyone with a genuine interest in small furry animals might be intrigued by the website at www.comparethemeerkat.com which gives a tongue-in cheek account of the meercats that feature on television. For the vast majority of readers of the Thanet & East Kent Insider, a telephone call to a human insurance broker might

prove to be more rewarding. Try Chamber members Phil Day at Millards Insurance in Sandwich, tel: 01304 613072 and Ray Johnson at Independent Insurance Services in Folkestone, tel: 01303 221188.

6. I10 Not Out

This is a reminder of the 110 year celebration by our partners at the Channel Chamber of Commerce. Timed to take place from 0730 hrs on Thursday, 17th September 2009 at The Grand in Folkestone, companies are invited to participate in the B2B breakfast event at the Anniversary EXHIBIZ 2009. For more information on how to promote your company at this prestigious event, telephone 01303 270022.

7. Office Furniture Required

Chamber member Profile Development and Training has outgrown its current premises and will shortly be moving to a larger suite of rooms in Broadstairs. Partner Andrea Webb asks the Chamber if any local company is looking to off-load any office furniture. Andrea is looking in particular for desks, cupboards, stacking chairs, filing cabinets and tables. If you or a near neighbour should be down-sizing, give Andrea a call, Profile Development & Training, tel: 01843 869100 or 0775 961 8818.

8. Over The Moon

England's recent victory over Australia in the Ashes series has led to much rejoicing among readers of the Thanet & East Kent Insider. Keen followers of these columns will know that business issues and sport often appear together as we examine the similarities and differences in management science and compare expressions and terminology. Far-sighted company owners are currently scanning the horizons of their catchment areas to look for signs of a brighter light to illuminate their end of year balance sheets. But, few could compare with the legendary umpire, Arthur Jepson, for recognising a source of illumination in the distance. As the 1971 Gillette Cup semi-final between Lancashire and Gloucestershire drew to a close at the Old Trafford ground, the batting side was finding it increasingly difficult to see through the Old Trafford gloom. Having failed completely to see one delivery from the bowler, the Lancashire captain, Jack Bond, turned to umpire Jepson in despair and complained with some justification about the light. Sensing the eagerness of the 30,000 crowd to continue and anxious not extend the one-day fixture to the following morning with all the associated travel difficulties and accommodation worries, Jepson turned round to the batsman and said, "What's that up there?" Following the direction of the umpire's raised finger with a natural hesitation, Bond replied, "Why, it's the moon of course". Relishing the reply, Umpire Jepson said, "Well, if you can see the moon, how far do you want to see?" With that the match continued and thanks to a mighty 24 runs from one over by David Hughes, Lancashire won the match and duly went on to face Kent in the final at Lords. There will be plenty of companies in East Kent playing on in difficult conditions. Some of umpire Jepson's determination will be necessary and welcome.

9. Our Sponsors

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It's happening now, it's happening in Thanet & East Kent.
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Thanet & East Kent Chamber Limited

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